

MEDIA KIT

March 2025



now ▶ forward



Food



Clothing



Medical



Rent



Utilities



Dental



Vision



School Supplies



School Uniforms



English as a Second Language



Counseling



Tax Prep



Introducing Now-Forward, formerly North Dallas Shared Ministries!

About us

Now-Forward is the trusted and compassionate resource that will help you through unexpected life challenges. Dallas-area residents turn to us for food, clothing, financial, medical, dental and mental health services.

Our Mission

Our Purpose is to help low-income people assume as much responsibility for their lives as they are able by providing temporary emergency assistance, medical and dental care, and services designed to help them achieve stability for the long-term.

We began when five congregations partnered to distribute aid to those in need more efficiently and effectively. Over 40 years later, still volunteer-run, we've allied with partners who provide professional services, goods and financial support so we can serve more than 135,000 people annually.

Leadership

*Volunteer

Judy Rorrie*

Executive Director, Now-Forward
judy@now-forward.org

Leonard M. Riggs, Jr., MD*

Board Chair
Retired CEO, EmCare

Dane Hardy*

Board Vice Chair
Partner, Flatlands Minerals

Departments

Office Manager

Barbara Terrell

Communications

Jim Ruddy*

Volunteer Coordinator

Barbara Zacny*

Send direct media inquiry to Judy Rorrie:
judy@now-forward.org or 214.358.8787

96% of financial support directly funds client services.

2024 by the Numbers

123,674

children and adults received food valued at \$2,230,000.

638

households received rent help totaling \$661,510.

1,681

unduplicated patients received dental care valued at \$1,113,617.

3,509

adults and children received clothing valued at \$219,540.

Donate

96 cents of every donated dollar goes directly to client/patient services. Donors know that their support is being used as they intended. In 2024, Individual donors provided 50% of monetary donations, grants and foundations provided 41%, Covenant Congregations 7% and others 2%.

Volunteer

Now-Forward has 175 active volunteers serving as client interviewers for financial assistance, pantry workers, clothes closet workers, ESL teachers, physicians, nurses, translators, and tax preparers. Volunteers also provide administrative and IT support as well as organize and manage the distribution of school supplies and uniforms.

Partnerships

Now-Forward works best in partnership. In 1983 it was conceived as a partnership of interfaith congregations that together could establish a secular agency to better address the needs of the low-income, vulnerable community than each could do separately and to better leverage their resources.



...I have to say, I am appreciative of the help I received from this place. I needed assistance and they went beyond what I asked of them. I don't like handouts but they made it feel like they genuinely wanted to help and I couldn't be more thankful. This is a place I will be donating from now on since they have done so much. Thank y'all again for helping me with my rent.

Media Assets

LOGO



COLOR PALETTE



FONT

Header: Fredoka

**ABCDEFGHIJKabcdefghijk
0123456789**

Body: Texta

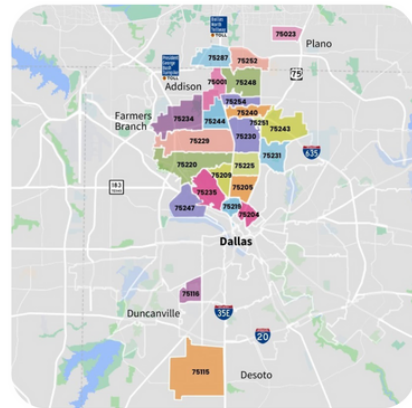
ABCDEFGHIJKabcdefghijk
0123456789

For complete Brand Guide:

[CLICK HERE >](#)

Primary Service Area Zip Codes:

75001, 75023, 75204, 75205, 75209, 75115,
75116, 75219, 75220, 75225, 75229, 75230,
75231, 75234, 75235, 75240, 75243, 75244,
75247, 75248, 75251, 75252, 75254, 75287



Contact Information

www.now-forward.org

214.358.8700

info@now-forward.org

volunteer@now-forward.org

2875 Merrell Road
Dallas, TX 75229

Social Media

Now_Forward

Now-Forward

Now-Forward

Social Media Post Copy Samples

🚀 Join Us in Supporting Now-Forward! ❤️

What started over 40 years ago as a partnership between five congregations has grown into a powerful, volunteer-run force for good. Today, Now-Forward partners with professionals, donors, and service providers to distribute essential resources and support over 135,000 people every year.

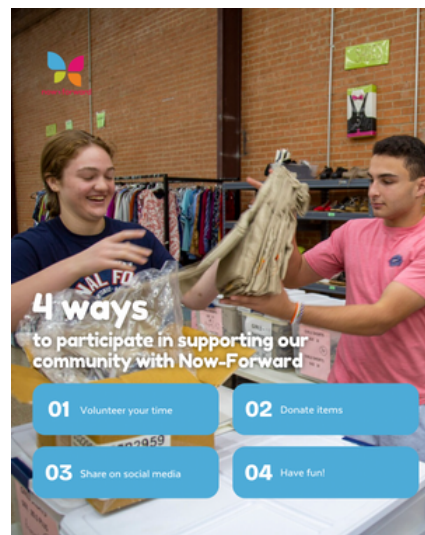
By sharing this mission, you're helping build a stronger, more compassionate community. Together, we can keep moving Now-Forward!

🔗 Learn more & get involved: now-forward.org

#NowForward #Dallas #CommunitySupport #GivingBack #StrongerTogether

Social Media Post Samples

Access free Canva Templates [CLICK HERE >](#)



How to do a Social Media Post

Step 1: Access the Canva Templates

1. Click on the provided Canva link.
2. If prompted, log into your Canva account.
3. Click “Use Template” to create an editable version in your Canva workspace.
4. Make any necessary edits (text, images, logos) as needed.
5. Click “Share” > “Download” and choose the appropriate file format (PNG for images, MP4 for animated posts).

Step 2: Prepare the Post for Social Media

1. Write a compelling caption that aligns with Now-Forward’s messaging.
2. Include relevant hashtags and any necessary tags (@mentions).
3. Ensure the image dimensions match the platform’s best practices:
 - Instagram: 1080x1080 px (square) or 1080x1350 px (portrait)
 - Facebook: 1200x630 px (landscape) or 1080x1080 px (square)
 - LinkedIn: 1200x627 px (landscape) or 1080x1080 px (square)

Posting to Instagram

1. Open the Instagram app and tap the “+” button.
2. Select the downloaded image from your camera roll.
3. Paste your pre-written caption and add hashtags.
4. Tag relevant accounts and add a location (if applicable).
5. Tap “Share” to publish.

Posting to Facebook

1. Open the Facebook app or go to Facebook.com.
2. Click “Create Post” and upload the image.
3. Paste your caption and hashtags.
4. Tag people or businesses and check-in at a location if needed.
5. Click “Post” to publish.

Posting to LinkedIn

1. Log into your LinkedIn account.
2. Click “Start a Post” at the top of your feed.
3. Upload the image by clicking the photo icon.
4. Paste your caption and include relevant hashtags.
5. Select whether to post as an individual or company.
6. Click “Post” to publish.

Additional Tips

- Schedule Posts: Use Meta Business Suite (for IG & FB) or LinkedIn’s scheduling feature to plan ahead.
- Engage: Respond to comments and interact with followers after posting.
- Optimize Timing: Post when your audience is most active (e.g., mornings for LinkedIn, evenings for IG & FB).